



State of Vermont Agency of Commerce and Community Development

Introduction and Overview

January 11, 2023 | 1

Agency Mission

The Agency of Commerce and Community Development (ACCD) helps Vermonters improve their quality of life and build strong communities.

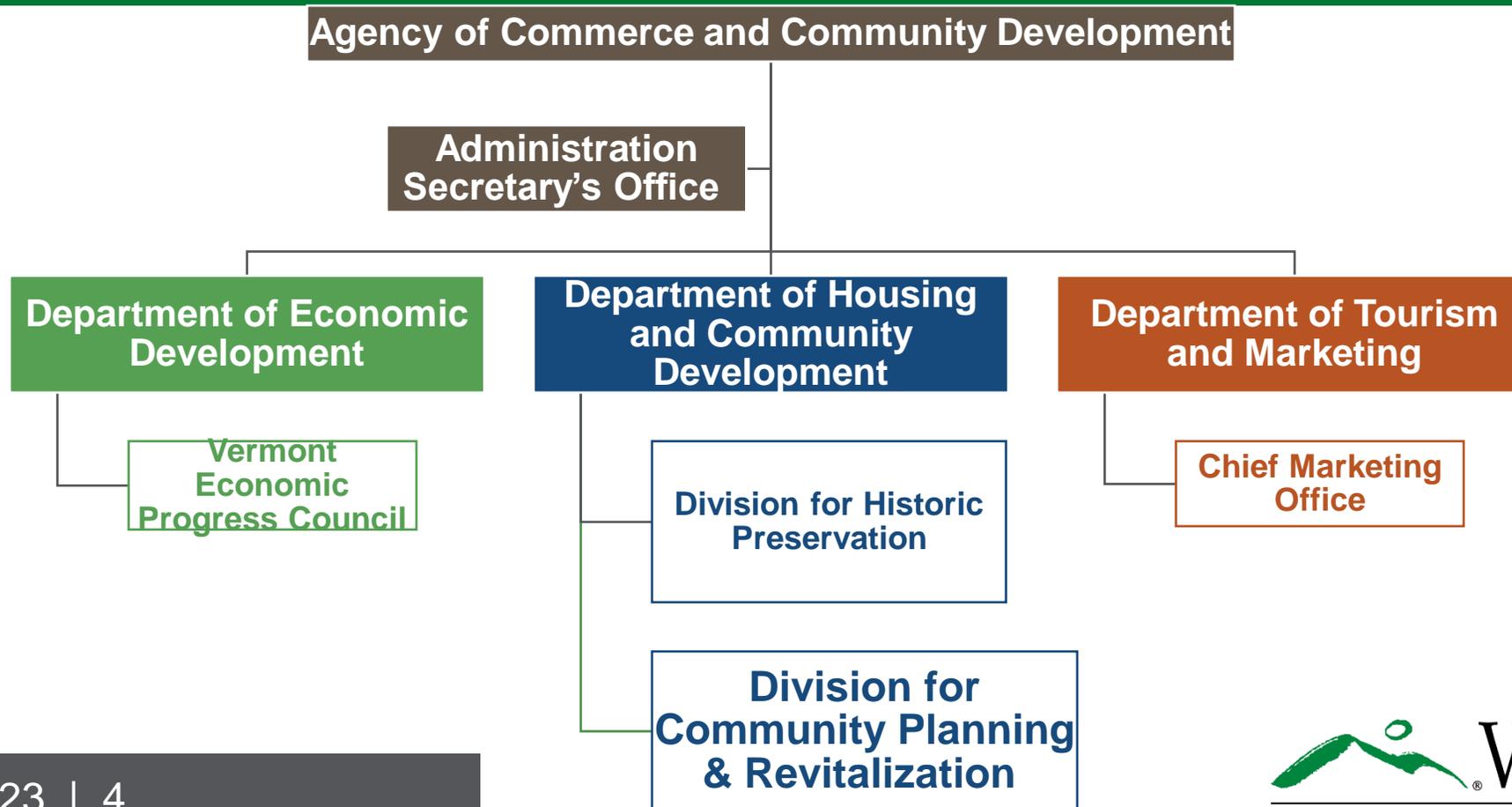
Agency Department Overview

Economic Development

Housing and Community
Development

Tourism and Marketing

Agency Organizational Structure



Department Overview Economic Development

Commissioner

Joan Goldstein

Deputy Commissioner

Brett Long



Staff: 25

Department Mission Economic Development

Mission

The Department of Economic Development (DED) works to improve the economic well-being and quality of life of Vermonters, while preserving our natural resources and community values.

Department Buzzwords Economic Development

Buzzwords

- Economic Development
- Business Growth
- Business Incentives
- Employee Training
- Community Development
- “Relocated Workers”
- International Trade
- “Tech Commercialization”
- Entrepreneurship

Department Partners Economic Development

Major Partners

- Regional Development Corporations
- Regional Planning Commissions and Local Chambers of Commerce
- Vermont Economic Development Authority (VEDA)
- Small Business Administration (SBA)
- Small Business Development Center (SBDC)
- Northern Borders Regional Commission (NBRC)

Department Programs Economic Development

Program Spotlights

Vermont Training Program (VTP): VTP provides up to 50% of the training cost for: pre-employment, new hire, and/or incumbent employee training. It is a strategic workforce development program to enhance the skills of the Vermont workforce and increase productivity of Vermont employers.

PROGRAM OUTCOMES:

- FY2021 – 42 businesses, 1,315 employees trained, 1.8M awarded, avg. grant \$1,435
- FY2022 – 38 businesses, 1,218 employees trained, \$1.3M awarded, avg. grant \$1089

VEPC Director, Abbie Sherman will review VEPC and VEGI outcomes from reports

Department Programs Cont'd Economic Development

Program Spotlights

Brownfields Revitalization Fund: The Brownfields Revitalization Fund (BRF) promotes the productive reuse of sites that are currently abandoned or not fully utilized due to contamination on the site by providing financial assistance for clean-up.

PROGRAM OUTCOMES

- \$10M in cleanup funding
 - 25 applications (Caledonia 2, Chittenden 9, Franklin 1, Washington 3, Windham 3, Windsor 6, Orange 1 and Lamoille 1)
 - 18 applications have been approved/recommended for approval
 - Awarding up to \$8.35M/\$10M of the original allocation and 4 applications have been approved awarding up to \$284G/\$6M allocated in SFY23.

Department Programs Cont'd Economic Development

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Program Spotlights

Community Recovery and Revitalization Program:

This program provides funding for projects that spur economic recovery and revitalization in communities across the state. More information [here](#).

PROGRAM OUTCOMES

- \$40,000,000 in Federal ARPA funding in two tranches.
- As of January 10, 2023, DED had received a total of approximately 75 applications.
- Total Project Costs= 352M Total Requested: \$30.9M
- The CRRP program included a 30-day priority period during which DED only reviewed applications from BIPOC-led organizations, organizations serving BIPOC communities and applicants from communities pursuing projects outside of the Burlington Metropolitan Statistical Area (MSA), which includes Chittenden, Franklin and Grand Isle counties. 348 affordable units through 16 projects
 - **215 childcare slots through 5 projects**
 - **43 applicants in impacted industries**
 - **6 in QCTs**
 - **7 BIPOC led/serving**

Program Spotlights

Capital Investment Program: This is a business assistance grant programs supporting capital investments that will help the Vermont economy to recover and make it more resilient in the event of future pandemics.

PROGRAM OUTCOMES

- Funded with a total of \$10,580,000.
- As of January 10, 2023, DED has announced awards that total about \$9,400,000 to about 35 awardees.
- Applications submitted by a few remaining applicants remain under review pending the receipt of additional information. If awarded in the contemplated amounts, these remaining awards would use substantially all of the appropriation balance.
- These include awards in 12 different counties around the state. The awards support a total of roughly \$195,000,000 worth of capital investment projects.
- The awardees include 21 (54%) non-profit organizations and 11 (28%) of the projects are located in low-income Qualified Census Tracts.

Department Programs Cont'd Economic Development

Department Programs Cont'd Economic Development

Program Spotlights

Procurement Technical Assistance (PTAC): The mission of PTAC is to increase the percentage of federal contracts awarded to Vermont businesses, particularly contracts awarded to small businesses. Federal spending flows to Vermont businesses through both direct contract recipients and through their subcontractors.

Northern Borders Regional Commission (NBRC): The Northern Border Regional Commission (NBRC) invests in economic and infrastructure projects in the following Vermont counties: Addison, Bennington, Caledonia, Chittenden, Essex, Franklin, Grand Isle, Lamoille, Orange, Orleans, Rutland, Washington, Windham, Windsor. Depending on the level of economic and demographic distress in each county, NBRC funded projects can be eligible for up to an 80% matching grant.

Department Highlights Economic Development



992

New Vermonters via
435 awards as of
Sept. 1, 2022



93

Business
Creations



\$21.3M

NBRC investments
in Vermont from
2010-2021:
94 awards



52

Business
Expansions



2,533

Vermont Employees
Trained in the last two
years

Department Overview Housing and Community Development

Commissioner

Josh Hanford

Deputy Commissioner

Alex Farrell



Staff: 41

Department Mission Housing and Community Development

Mission

The Department of Housing and Community Development (DHCD) coordinates and oversees the implementation of the state's housing policy, works to support vibrant and resilient communities, promote safe and affordable housing for all, protect the state's historic resources, and improve the quality of life for Vermonters.

Department Buzzwords Housing and Community Development

Buzzwords

- “Designated Areas” (Downtowns, Villages, Neighborhoods, New Town Centers, and Growth Centers)
- Placed Based Community and Economic Development
- Better Places
- Zoning Bylaw Modernization
- Mobile Home Parks
- Fair Housing and Anti-Discrimination
- Affordable Housing
- Historic Preservation
- Historic Sites

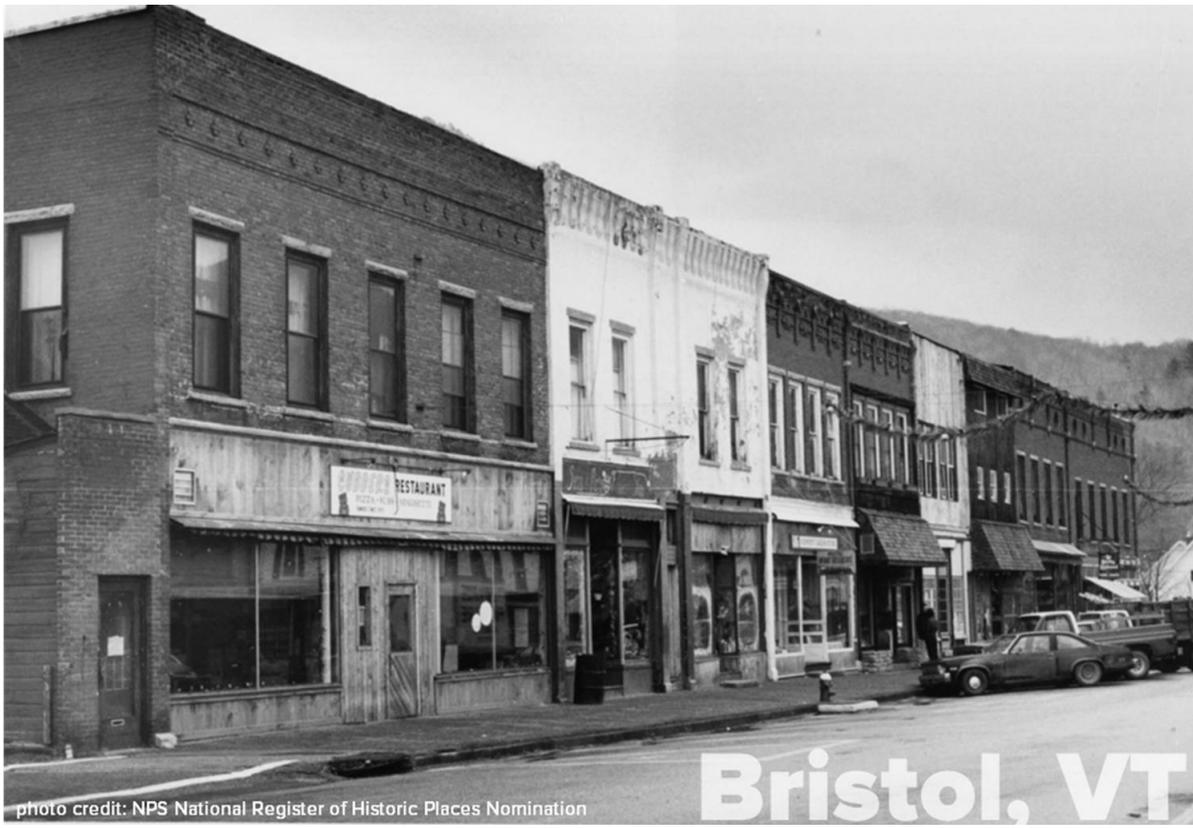


photo credit: NPS National Register of Historic Places Nomination



Department Partners Housing and Community Development

Major Partners

- Regional Planning Commissions (RPC)
- Vermont Housing Finance Agency (VHFA)
- Vermont Housing Conservation Board (VHCB)
- Vermont State Housing Authority (VSHA)
- USDA-Rural Development
- U.S. Department of Housing and Urban Development (HUD)
- Regional/Public Housing Authorities
- Community Land Trusts & Housing Development Corporations
- Community Action Agencies
- Agencies on Aging
- NeighborWorks & Homeownership Centers
- Preservation Trust of Vermont
- Vermont Realtors' Association
- Vermont League of Cities and Towns
- Vermont Natural Resources Council
- Vermont Council on Rural Development
- Vermont Arts Council
- ...and many more!

Department Programs Housing and Community Development

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Program Spotlights

Better Places: A non-competitive, community matching grant program empowering Vermonters to create inclusive and vibrant public places serving Vermont's designated downtowns, village centers, new town centers, or neighborhood development areas.

PROGRAM OUTCOMES:

- 18 Local Projects Supported
- 1,257 Unique Donors
- \$201,000 (approx.) Crowdfunded
- \$340,000 Matched by State
- \$522,000 in Private Investments

Department Programs Housing and Community Development

Program Spotlights

Downtown & Village Tax Credits: This program spurs investments in traditional commercial centers and provides incentives to encourage investments that make existing buildings safe and accessible.

PROGRAM OUTCOMES:

- In 2022, \$4.1 million in state tax incentives helped 49 projects, supporting more than \$95 million in downtown and village center rehabilitation efforts.

Vermont Community Development Program (VCDP): The Community Development Block Grant (CDBG) program is a federal program, administered by VCDP. CDBG funds enable communities to address local community development needs and expand economic opportunities geared to low-and moderate-income individuals.

Department Programs Cont'd Housing and Community Development

Program Spotlights

Downtown Transportation Fund: The Downtown Transportation Fund supports revitalization efforts in designated downtowns (and villages that participated in Better Connections) each year with \$300,000 in base funding and \$5M in one time in funding. Past projects include streetscape improvements, parking facilities, rail or bus facilities, utility relocation, street lighting and wayfinding signage.

Historic Preservation Activities: The Vermont Division for Historic Preservation (VDHP) serves as the State Historic Preservation Office (SHPO) and plays an essential role in guiding the state's historic preservation agenda, keeping hundreds of years of history alive.

Department Programs Housing and Community Development

Program Spotlights

Vermont Housing Improvement Program (VHIP): Offers grants up to \$50,000 per unit for repairs needed to bring vacant rental units up to Vermont Rental Housing Health Code guidelines or to add new or accessory dwelling units (ADUs).

PROGRAM OUTCOMES

- \$31,355 = average spend for each new unit created.
 - A comparable program in CA spent \$147,974 per unit.
- 383 units created
 - 286 units created for those exiting homelessness
 - 97 must be rented at HUD Fair Market Rent Rate

Department Programs Housing and Community Development

Program Spotlights

Missing Middle-Income Homeownership Development program: Administered by the Vermont Housing Finance Agency (VHFA), this program provides subsidies and incentives for home builders to construct or rehabilitate modest homes affordable to Vermont homebuyers at 120% Area Median Income or lower.

PROGRAM OUTCOMES:

- VHFA just launched this program, so it is too early to determine direct impact, but Committee will hear from VHFA.

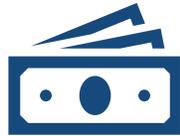
Department Highlights

Housing and Community Development



383

Housing units rehabilitated/created between Sept. 2020 – Oct. 2022 with VHIP.



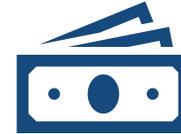
\$1.4M

Recovery Housing Program funding deployed to assist individuals in recovery and build recovery homes



18

Local projects supported by Better Places, which represents 1,257 unique donors & over \$201,000 crowdfunded



\$231M

Total Dollars Leveraged



4,976

Housing Units Created or Preserved since 2020

Department Overview Tourism and Marketing

Commissioner
Heather Pelham



Staff: 11

Department Mission Tourism and Marketing

Mission

The Department of Tourism and Marketing (VDTM) promotes Vermont's travel, recreation, cultural and historic attractions, as well as the state's goods and services, in coordination with public and private sector partners, and to market to a global audience in a manner consistent with the values and traditions of the state for the economic benefit of all Vermonters.

Economic Impact Tourism and Marketing



13 M

Visitors, including overnight, day and drive-through visitors (2019)



\$2.9B

Travel Spending at Attractions, Lodging and Dining Establishments (2022 through November)



\$387.3M

Total Tax Revenue Generated by Tourism Activity (2021)



31,489

Jobs in the Tourism Industry (2022 through June)



4.1%

Outdoor Recreation Sector as a Percentage of State GDP (2021)

Department Programs Tourism and Marketing

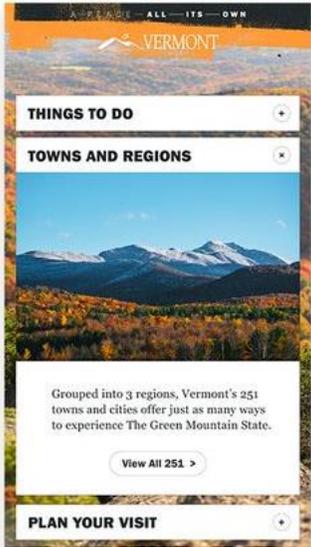
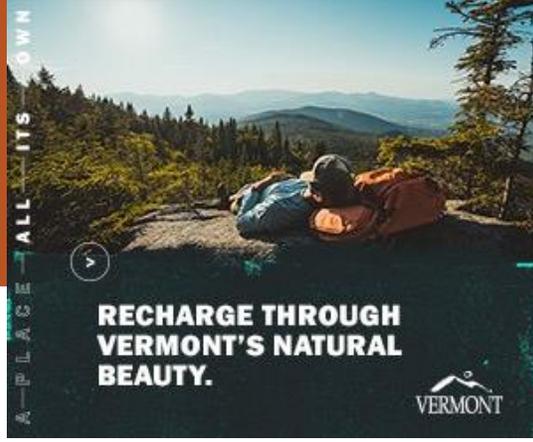
Program Spotlights

Destination Marketing: VDTM coordinates broad, strategic, brand awareness marketing campaigns to encourage visitation at the top of the marketing funnel.

We use owned (website, email marketing, social media), earned (press relations) and paid media strategies to promote Vermont as a vacation destination to regional, national and international audiences.

For our paid media campaigns, we use a mix of tactics, including digital advertising (search, display, social, video, and connected TV); sponsored content projects (working with brands and publishers to create Vermont content); and out-of-home (outdoor) advertising.

Advertising drives to the VermontVacation.com website where we provide inspiration and resources for planning a vacation, including a business directory and events calendar.







5 Scenic Backroads To Explore in Vermont This Summer

ROAD TRIP | VERMONT, UNITED STATES

Jan 11, 2023

VERMONT

Forget the interstate. The backroads of Vermont offer travelers 360° views, centuries-old history, and a beautiful way to slow down. In valleys flanked by Green Mountain summits, dirt lanes wind past meadows lit by fireflies on summer evenings. Two-lane roads link country stores to village centers where white-steepled churches preside.

Between your destinations, wherever they may be, you'll find farm-to-table dining, artist galleries, Civil War history, family-run farms, mountainside hiking trails, and clear-water swimming holes. Here are some of the state's finest backroads — and their detour-worthy stops — that invite the kind of leisurely discovery only possible in a place like Vermont.

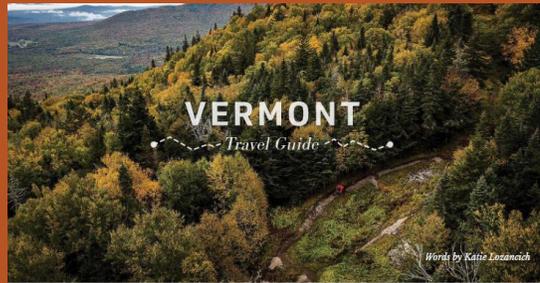
Backroad #1: Lincoln Gap Road



Photo: © iStockphoto.com/Markus Spiske

Go for Mountain scenery and picture-perfect villages

Vermont's highest drive links the Mad River and Champlain valleys by



VERMONT

Travel Guide

Words by Katie Lozanchik

1,000 miles. That's the total mileage of trails mapped in Vermont.

Though given its fervent trailblazing scene, that number is likely much higher—growing even as you read this. The Green Mountain State is only about 157 miles long and ranges from 42 to 90 miles wide, a useful bit of context when explaining why it's possible to find a place to ride nearly anywhere here. Pair this unique trail density with dreamy dirt, slabs of rock ranging from small to spine-like ridges, webs of roots, machine-built berms and jumps, multiple bike parks and you've got a world-class riding destination.

However, Vermont isn't notable just because of its sheer trail volume though it's a nice perk. A considerable portion of the magic comes from proud Vermonters themselves who, while they would never directly say this, are humble, hardworking trailbuilders who've [built, advanced and crafted](#) this outdoor paradise from the ground up. This tight-knit community culture is a testament to how mountain biking can transform towns once thought to be forgotten and give them new life. Combined with farm-to-table cuisine, craft brewing (sure I say the best in the country), a spirit of entrepreneurship, the beauty of the Green Mountains, rolling hills, lush forests and peaceful countryside, you might find it hard to leave.

Before heading up for your next trip, consider purchasing a [membership](#) from the Vermont Mountain Bike Association (VMBA), the state's nonprofit advocacy group for mountain biking. Even as a tourist, you can reap the benefits of a membership (free rides to five Vermont bike parks, access) and the money supports trailbuilding and advocacy in the state.

Without further ado, here are some of the best mountain biking destinations in the Green Mountain State.



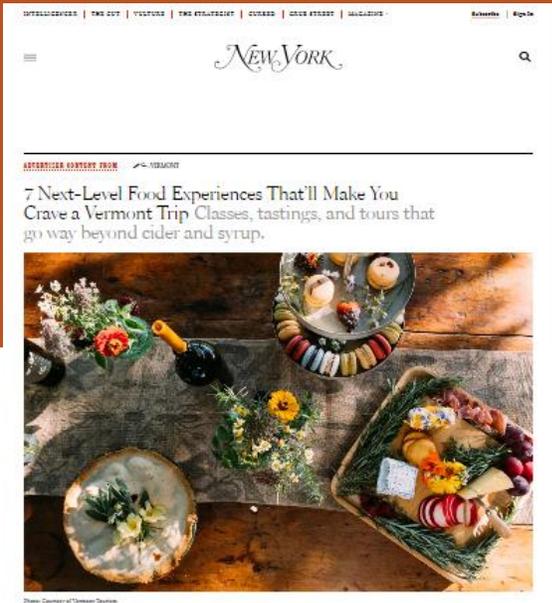
(Source: Vermont Tourism)

Every June, the LGBTQ+ community and our allies rally around the Pride flag, display our queerness with rainbow-hued brioche-a-brac, and take to streets and social media to make our voices heard. But true pride — the kind that lasts 365 days per year — is a bit more elusive. We fall back into the daily grind, often forgetting the shoulders upon which we stand. Few destinations throughout the United States have been as progressive, welcoming, and humble about their LGBTQ+ heritage and presence as the [picturesque state of Vermont](#). Well, pack a weekend: It's time to head to the Green Mountain State. Vermont made headlines for electing Taylor Small as the state's first out transgender legislator. "Even pro-equality states like Vermont need trans voices in government to ensure the priorities and concerns of the community are heard," said President & CEO of LGBTQ+ Victory Fund Mayor Annise Parker. "Taylor will bring that perspective to the State House and Vermont can be a leader on trans equality because of it."

Small has stayed faithful to her ward, championing a new state law blocking what's known as the "LGBTQ+ panic defense," reports [NBC Boston](#). But Vermont's LGBTQ+ roots run as deep as the state's Otter Creek river, which flows through Rutland and Addison counties before cascading into Lake Champlain. In 2000, then-governor Howard Dean signed [An Act Relating to Civil Unions](#), which extended domestic partnerships for same-sex couples and paved the way for Obergefell v. Hodges 15 years later.

Vermont is the [second least-populated state](#), which bodes well for emerging travelers seeking picturesque landscapes and a casual easing into travel's new normal. But whether you're in [Burlington to the south](#), [Woodstock in the state's central region](#), or [Burlington](#), the state's largest city at over 43,000 people, you're bound to encounter friendly locals and — yes — Pride flags, too.

Hit the Road



Vermont is only about 9,600 square miles, but it's a small and mighty contender for "most delicious state." Farm-to-table food wouldn't exist as we know it without Vermont and its roughly 6,000 farms, which share out everything from [local Riesling grapes](#) to [locally raised](#) event corn. Dived through the Green Mountain State, and you'll see the roads lined with hill pastures for dairy cows to graze, charming [signature](#) the most magic treats, and [diner](#) restaurants where imaginative chefs take farm-fresh ingredients to higher heights.

What makes Vermont's reputation for great food even better? You can jump into the culinary action yourself, through delicious activities like baking a [pre-lentil, perfectly flaky pain au chocolat](#), [assembling](#) to a [moose](#) cider and [dinner](#) tarting, or [even](#) cooking a [heavy](#) dinner by candlelight. (The [address](#)!) These hands-on, [delicious](#) Vermont-inspired activities are just a few of the reasons to plan a [leisurely](#) trip soon.

Learn to bake foods from all over the globe

[Burlington, VT](#) - If [loving](#) baking shows are your thing, then you'll love visiting [King Arthur Baking Company](#). Students at all levels are welcome at the [center's](#) [classes](#), so it's [open](#) parents and 100 percent [carb](#)-goodies. Top-tier instructors will teach you how to roll the perfect [naan](#), lock butter layers into [delicious](#) croissants, or [decorate](#) [silly](#) layers of a [brûlée](#) [mousse](#) [buttercream](#) cake. If you'd rather stay out of the [candy](#) kitchen, then [book](#) an [online](#) class — or wander around the [King Arthur](#) [Cafe](#), [Bakery](#) & [Store](#), where you can [munch](#) on [widely](#) popular [Almond](#) [Cloud](#) [Cookies](#), sip a [latte](#) made with [Braniff](#) [brewery's](#) own [Black](#) [Jack](#) [coffee](#) beans, and [enjoy](#) [specialty](#) [baking](#) [supplies](#).



Program Outcomes

Tourism and Marketing



\$37:1

Preliminary Return on Ad Spend from Summer-Fall 2022 Digital Display Campaign



3.14x

Preliminary Calculation for Rate that Users Exposed to Ads Visited Vermont vs Those Non-Exposed to Ads



29.6%

YOY Increase in Web Traffic to VermontVacation.com (1.58M sessions as of 12/31/22)



12.9%

YOY Increase in Social Media Audience (168,661 as of 12/31/22)

Department Programs Tourism and Marketing

Program Spotlights

Promoting Relocation through Think Vermont:

VDTM provides resources and information to support individuals and/or businesses looking to relocate to the state through ThinkVermont.com and regional partners.

As with visitation, we use owned (website, email marketing, social media) media strategies to promote Vermont as an ideal place to live and work, although we currently do not have a paid media budget for this work.

Our “Connect with a Vermonter” process directs interested individuals to a volunteer network of community partners for regionally-specific information on finding a job, housing, childcare or other support. Capacity at the local level to ‘seal the deal’ is limited and varies widely from region to region.

ThinkVerm... @ThinkVerm... · Jul 25

You work harder when you're happy. So work near what makes you happy. Discover endless outdoor activities, farm-to-table restaurants and vibrant music scenes as you work remotely from Vermont. [ThinkVermont.com/relocate](https://thinkvermont.com/relocate)

thinkvermont.com
Find a job or work remotely

ThinkVermont Sponsored

17,839 followers

People per/sq mi in Brooklyn-40,000. Boston-14,000. Vermont-68. That's not a typo. It's an opportunity. Spread out, breathe ...See more

thinkvermont.com
Space to grow your career
Find jobs in your industry [Learn more](#)

ThinkVermont Sponsored

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Put life first. Move here and work remotely or find a new job in your industry across Vermont. Live where you want, how you want ...See more

thinkvermont.com
Live and work in Vermont
Openings in every industry [Learn more](#)

State of Vermont Promoted

17,839 followers

Put life first. Move here and work remotely or find a new job in your industry across Vermont. Live where you want, how you want and let work follow.

Discover the beauty of Life/Work balance in Vermont [Learn more](#)

State of Vermont Promoted

17,839 followers

Maybe it's the fresh air, the abundance of outdoor activities or the opportunity for career growth in Vermont that have so many people wanting to move here. Whatever the reason, don't forget to stretch.

Take your career higher [Learn more](#)

State of Vermont Promoted

17,839 followers

From electric plane builders to mRNA production facilities—more entrepreneurs are finding a home in Vermont. Join them.

Find a career in Vermont [Learn more](#)

thinkvermont

You work harder when you're happy. So work near what makes you happy. Discover endless outdoor activities, farm-to-table restaurants and vibrant music scenes as you remote work from Vermont.

thinkvermont.com
Live & work remotely in VT [Learn More](#)

20 Comments 15 Shares

Links to: <https://thinkvermont.com/remotel>

Fodor's Travel DESTINATIONS CRUISES NEWS & FEATURES STORE FORUMS TRIP IDEAS

SPONSORED CONTENT

10 Reasons to Live in Vermont (as if you needed more).

By TiaVT

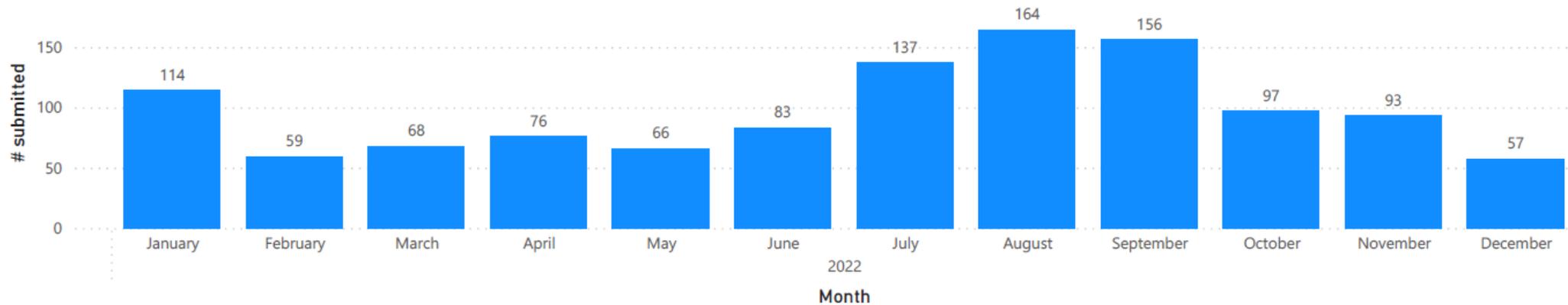
10 REASONS WHY VERMONT OFFERS THE ULTIMATE LIFE/WORK BALANCE.

Avoid the rolling mountains and stunning landscape of Vermont, you'll find a vibrant, thriving state that can't 100% ideal for those who want a career—but also want a life. Check out some of these top reasons to think about a move to Vermont as you prioritize what matters in your life.

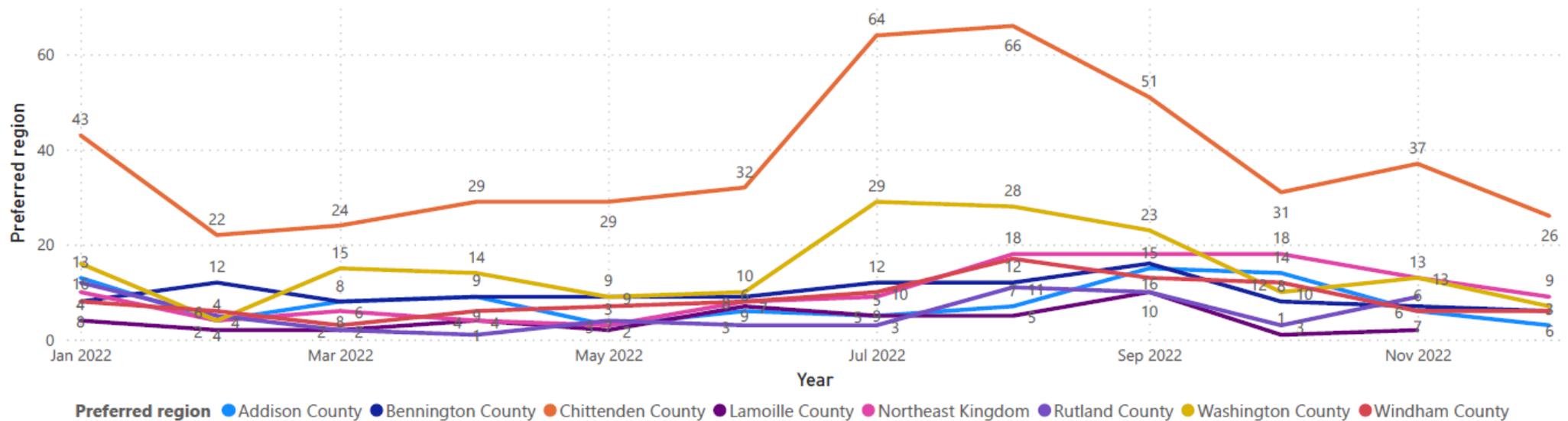
- 1. Space to grow**
Vermont has one of the smallest populations in the country, so you can stretch out physically and mentally and not worry about being a crowd in your area. Plus, with fewer people competing for jobs and careers, you'll find the odds are in your favor when you're seeking your next opportunity. In fact, Vermont has 30,000+ open jobs in multiple sectors including agriculture, renewable energy, healthcare, non-profits, hospitality, and more.
- 2. You may live longer**
Does Vermont hold the secret to life? Well, maybe. It's been recognized as the **2nd healthiest state** in all of America, and has been among the top five healthiest states for many years now. The ranking is based on data from multiple sources that measure health practices and behaviors, disease prevention, clinical care, health outcomes, and more.
- 3. Outdoor recreation year round**
All four seasons in Vermont invite you to come outside and enjoy the show. In spring, the wildflowers erupt across forests and hillsides. Summer offers hiking, biking, fishing, camping, and more. In the fall, the epic changing of leaves plus the local harvest make every journey outside unforgettable. And in winter, take your pick of skiing, snowboarding, ice fishing, and more.
- 4. Safe communities**
Vermont is home to safe and vibrant communities, and the state has consistently ranked among the safest states in the nation. Safe to explore, you'll find parks dotted through the cities and towns, beaches hugging the lakes and ponds and a community of people who live to make the most of them. With low occurrences of crime, you'll find a peace of mind that lets you enjoy that life/work balance that is so important to you and the people around you.
- 5. Yes, there are cities**
Sure, Vermont has plenty of back roads. And some lead directly to bustling downtowns. Power lunch among statehouse officials in Montpelier. Just don't expect something you've seen before, since Montpelier is the only state capital with no Starbucks or McDonalds in the country. Or stroll Burlington's Church Street for the kind of eclectic mix of restaurants, live music clubs, and unique shops you'd expect from a quintessential college town. But it's not all play. At the innovation districts, incubators, and co-working spaces across Vermont, startups work late into the night. And in Burlington, one of the first US cities to source 100% of its electricity from renewable sources, they don't it clearly.
- 6. Vermont is really good at making really good food**
Remember that outdoor recreation mentioned above? You might need it to work off these calories. Enjoy locally-crafted pickles, preserves, award-winning cheeses, coffees, ciders, breads, and so much more. Vermont ranks 1st in the nation for breweries per capita, and don't forget about Vermont maple syrup, found in everything from salads to syrups.
- 7. A great place to raise a family**
With the 5th best public schools in the nation, a reputation as a safe place to live, and its exceptional quality of life, you can't beat Vermont as a great place to raise kids. No matter where you choose to live in Vermont, the unique combination of rural sensibilities and metropolitan opportunities will surround families with a strong sense of community and possibility that will last forever.
- 8. Put life before work**
In Vermont there's absolutely no doubt that hard work matters. But quality of life matters, too. So Vermont takes pride in offering a unique opportunity to live well while still passionately and enthusiastically pursuing a career. Truth is, there's no need to be nose-to-nose on a subway or stuck in a cramped apartment in order to justify a good job. Up here you can have the good job, along with a good life.
- 9. A different kind of workday**
Your job will always be a big part of your day, but in Vermont, it doesn't have to consume your entire day. The Vermont mindset encourages you to hike a trail near the office, ride a bike path at lunch, or simply take a break from the screen. What's more, many companies invite you to use your workday as a volunteer day, giving back to the community as you join others in making a difference.
- 10. Green Goes Beyond the State Nickname**
Vermont has been ranked the greenest state in the country, with top scores in environmental quality and eco-friendliness. More than 90% of its energy is generated from renewable sources, and Vermont employs close to 19,000 people in the clean energy sector. What's more, the city of Montpelier is committed to becoming the first US capital to reach net zero carbon, and Green Mountain Power was the first power utility to become 100% carbon-free.

Need more reasons to move to Vermont? Discover the ideal life/work balance now at thinkvermont.com

Connect With a Vermonter Forms Submitted



Connect With a Vermonter Forms Submitted



Department Programs Tourism and Marketing

Program Spotlights

Tourism and Economic Recovery Marketing Grants:

With one-time funding in Act 74 (2021), VDTM was able to provide 22 regional organizations with grants of up to \$30,000 to support efforts to attract more visitors and visitor spending to their region of Vermont.

Awarded grant projects included cultural events and festivals; development of creative assets and website upgrades; targeted marketing campaigns; and itineraries and/or mapping projects.

Sponsorships and Partnerships: VDTM collaborates with regional and activity-specific organizations to increase the reach of their efforts through event sponsorships, earned media coordination and cooperative marketing programs.

Department Programs Tourism and Marketing

Program Spotlights

Chief Marketing Office: The CMO supports marketing initiatives by agencies across state government with strategic expertise, branding and access to both outside marketing vendors and direct creative services.

The CMO maintains state brand standards and a shared photography library so communications across the state enterprise have a common look and feel.

For projects beyond the capacity of this two-person office, the CMO provides procurement guidance for state entities to access marketing services through a set of master contracts with outside creative agencies and a prequalified vendor program.

Department Partners Tourism and Marketing

Major Partners

- Governor's Travel and Recreation Council
- Vermont Chamber of Commerce
- Regional Chambers of Commerce
- Downtown Organizations
- Vermont Lodging Association
- Vermont Arts Council
- Vermont Ski Areas Association
- Vermont State Parks
- Vermont State Historic Sites
- Agency of Agriculture, Food and Markets
- Legislative Tourism Caucus

Department Buzzwords Tourism and Marketing

Buzzwords

- Tourism
- Visitation and Visitors
- Marketing and Promotion
- “The Vermont Brand”
- “Think Vermont” = ThinkVT
- Outdoor Recreation
- Hospitality and Lodging
- Film and Media
- Relocation



Let's Keep in Touch!

Secretary, Lindsay Kurrle

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Commissioner, Josh Hanford

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Commissioner, Heather Pelham

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